



# Rhinoceros and Tiger Conservation Educational Outreach Plan

Rhinoceroses and tigers are among the most critically endangered large mammals in the world, and are the focus of extensive global conservation efforts aimed at halting their decline. Consumer demand for the parts and products of these species creates illegal trade that supplies luxury markets as well as markets for cultural and medicinal needs. One of the most complex and far-reaching aspects of this trade is for use in traditional medicines.

In an effort to strengthen on-the-ground conservation for rhinoceroses and tigers, the United States Congress passed the Rhinoceros and Tiger Conservation Act of 1994 (RTCA). The RTCA authorizes establishment of the Rhinoceros and Tiger Conservation Fund, a competitive grants program that supports conservation activities.

When the RTCA was amended in 1998, one new provision called for creation of an educational outreach plan in the United States that would raise community awareness of these species' conservation status. Specifically, the provisions identified the need for information concerning the laws protecting rhinoceros and tiger species, including those that prohibit the trade in products containing these animals, the way in which use of traditional medicines affects these species, the status of wild rhinoceroses and tigers, and the reasons for protecting them.

From these guidelines, the U.S. Fish and Wildlife Service (Service) developed seven goals to address this mandate:

1. National call to arms to help stop poaching
2. Stop demand and illegal trade through outreach

3. Inform the public about rhinoceros and tiger conservation

4. Advise consumers of health risks of packaged medicines

5. Work with the traditional medicine community on alternatives to rhino and tiger medicines

6. Stimulate and sustain stakeholder cooperation in program

7. Assess or measure the effectiveness of the outreach plan

Since 1998, cooperation between the Service, non-governmental organizations (NGOs), the traditional Chinese medicine community, and other concerned groups has resulted in positive steps to inform the public about the plight of rhinoceroses and tigers. The survival of these species is the mutual concern of all people in the United States, as demonstrated by the willingness of NGOs and others to combine resources for the conservation of these animals.

For more information about rhinoceros and tiger species and how their populations can be protected, contact the Division of Management Authority at the address or phone below, or e-mail [traditionalmedicines@fws.gov](mailto:traditionalmedicines@fws.gov).

**U.S. Fish & Wildlife Service**  
**International Affairs**  
**Division of Management Authority**  
**4401 N. Fairfax Drive, Room 700**  
**Arlington, VA 22203**  
**703-358-2104**  
**e-mail: [traditionalmedicines@fws.gov](mailto:traditionalmedicines@fws.gov)**  
**<http://www.fws.gov>**  
**<http://international.fws.gov>**

Fall 2002

